



## SEED: Coalitions for Community Growth

STEM, Energy, and Economic  
Development

Pilot City Quarterly Convening  
1.12.2016



[SEEDinitiative@hud.gov](mailto:SEEDinitiative@hud.gov)

# What is SEED?: STEM, Energy and Economic Development



- **Place-based initiative building local coalitions to:**

- I. Increase energy-literacy
- II. Facilitate STEM opportunities
- III. Promote job-driven skills

- **SEED Coalition's are committed to preparing residents of public housing localities for current and future in-demand STEM & Energy jobs**

- **5 Pilot Cities**

- Denver, CO
- Tampa, FL
- Cleveland, OH
- San Antonio, TX
- Austin, TX

## Federal Partners



## National Partners



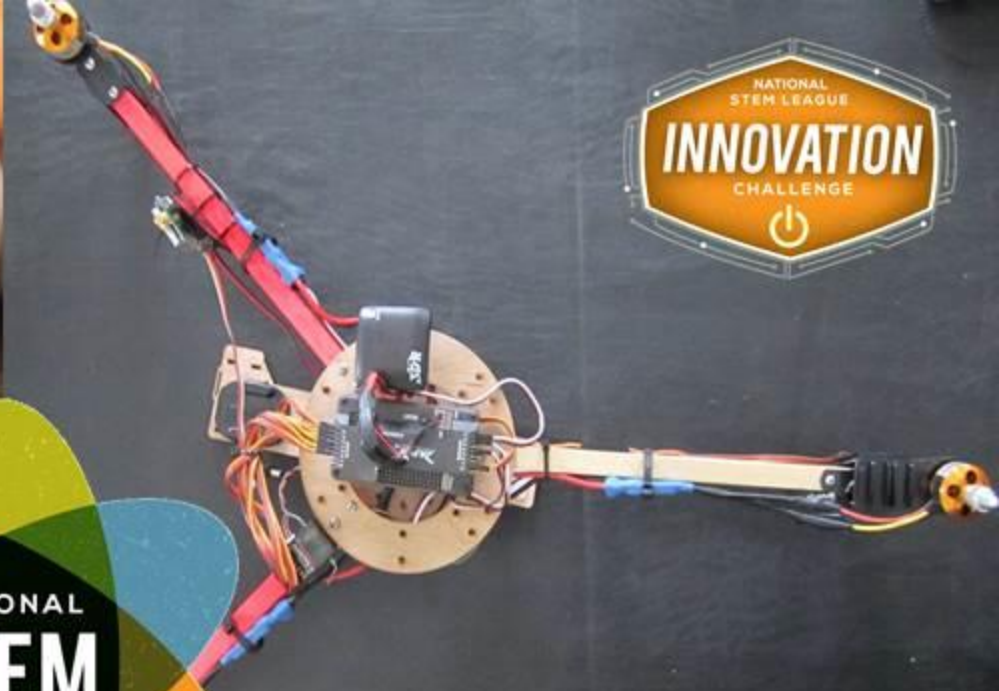
# Agenda: SEED Virtual Pilot Convening January 2016

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- Introducing the new DOE staff
- Resource: Ten80 Foundation
- Speaker: Beverly Simmons (Founder of the National STEM League program and Board Chair of Ten80 Foundation)
- Hear updates from Coalition Cities
- SEED Metrics
- Upcoming Grant Information
- Next Steps for SEED
- Questions and Contact Us





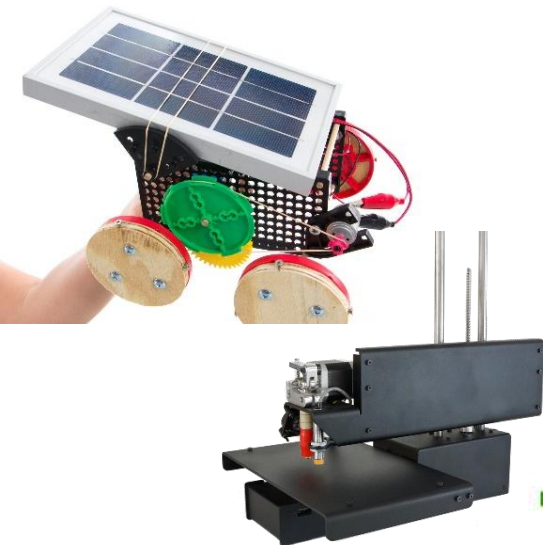
**Beverly Simmons**  
**Ten80 Foundation**  
**[Bsimmons@ten80foundation.org](mailto:Bsimmons@ten80foundation.org)**



# Year Round Engagement

Local Meets \* Regional STEM Expos \* Invitationals \* National Finals





ten80elementary.com

*Don't just make. Make with a purpose.®*

Introduce design process from concept to marketplace through interactive storytelling.  
Deliver an innovation space to community, parents, K-12 students, and homeschoolers.





# THE VISION FOR SUN VALLEY

## THE VISION FOR SUN VALLEY

### A. A CELEBRATED SUN VALLEY



**A.1** Build upon Sun Valley's History and Assets

**A.2** Encourage Diversity

**A.3** Celebrate Culture

### B. A CONNECTED SUN VALLEY



**B.1** Reknitting Neighborhoods

**B.2** Integrated System of Parks and Public Spaces

**B.3** Enhance Walkability and Bikeability

**B.4** Make Transit Convenient

### C. AN INNOVATIVE SUN VALLEY



**C.1** Transit Oriented Development

**C.2** Stadium Entertainment Destination

**C.3** Open For Business

**C.4** A Vibrant Corridor

### D. A HEALTHY SUN VALLEY



**D.1** Healthy For People

**D.2** Healthy for the Environment

**D.3** Healthy for the Economy

## TRANSFORMATIVE PROJECTS

The seven projects are identified as the most critical steps to positively transform the station area.

Multi-layered and long-term in nature, these projects will take a concerted effort by both public and private sectors. All energy and resources should be harnessed toward making these a reality. Only through executing these projects can Sun Valley truly transform and achieve the vision of a celebrated, connected, innovative and healthy station area.

#### 1. 13TH AVENUE



#### 2. RIVERFRONT PARK



#### 3. STADIUM, ENTERTAINMENT & CULTURE



#### 4. HIGH QUALITY RESIDENTIAL COMMUNITIES



#### 5. CONNECT PEOPLE WITH JOBS AND EDUCATION



#### 6. 10TH AVE



#### 7. FEDERAL/COLFAX INTERCHANGE





## SEED Pillar I

### Public Infrastructure & Environmental Stewardship

- Sun Valley EcoDistrict formed
- District Energy modeling complete
- Xcel Energy partnership
- National Renewable Energy Laboratory partnership.
- City of Denver – Office of Sustainability partnership
- Ongoing Community Education





## SEED Pillar II

### Education

- Denver Museum of Nature & Science partnership
  - Power of Poison Exhibit
  - Sherlock Holmes Exhibit
- Denver Children’s Museum partnership
  - Free Memberships for Sun Valley Families
- Empowered Youth Crew
  - Fall Sun Valley Neighborhood Clean-up
  - Entrepreneurial Events
- STREAM Event – April, 2016
  - US2020, SVYC, DHA, HUD, CityYear, Fairview, Cheltenham



## Pillar III

### Job-Driven Skills

- Completion of Business Needs Survey in Sun Valley
- Pilot Employment Program funded by City of Denver – Office of Economic Development in Sun Valley focused on SEED opportunities
  - Targeted Industries
  - Timeline

# SEEDS for a Sustainable Tampa

*"I want to learn about video production."*

*"I am interested in game design, engineering, and inventions."*

*"I want to go to USF for college and have a job skill when I am older."*

Quotes from surveys of THA Girl Scouts when asked about their interest in STEAM topics and college and career goals.

**RESULT:** Development of **"STEAM Explorers"**, a partnership between THA and Museum of Science and Industry that will offer STEAM workshops and summer camps to 50 girls with opportunities during the summer extended to boys also attending week-long summer camps.

## Collective Impact Partners



- **Boys and Girls Club:**
  - 100 afterschool and summer scholarships via THA fundraising and B&G Club local match
  - 2 scholarships via Boys and Girls Club National
  - MLK Day of Service: 10 THA youth to attend Fearless & Flawless Empowerment Workshop January 23, 2016
- **University Area CDC:**
  - Prodigy Cultural Arts Program will support 100 youth participating in music production and/or visual arts
  - University of Tampa English Department and Prodigy Moves will support 20 youth participating in creative writing and spoken word
  - Prodigy Cultural Arts will support the provision of wraparound services for 10 youth
- **YouthBuild Construction Plus:**
  - 60 students will participate in either NCCER Construction certification training or Certified Nursing Assistant training
  - Hillsborough County Public Schools will provide GED instruction
  - Pinellas and Hillsborough County Habitat for Humanity, Tampa Hillsborough Action Partnership, and Encore Choice Neighborhood will serve as on-the-job training partners
- **Tampa Electric Company (TECO):**
  - TECO will provide train-the-trainer sessions to resident Sustainability Ambassadors with goal of training 20 residents
  - Exploring partnership with local water provider to integrate water conservation into energy conservation workshops



# SEED Initiative: Accomplishments



## • Initiative Accomplishments:

- Held Kick-off Meeting with community partners May 2015
- Completed inventory of local programming from more than 50 partners: almost 200 initiative-related programs

## • Pillar I: Energy Literacy

- Delivered energy literacy presentations to students in Cleveland Public Theater's Brick City Program
- Adult Energy Presentations at 17 sites and distribution of over 1,000 energy saving kits, containing at least 7,000 CFL lightbulbs
- Better Buildings Challenge
  - Commitment to reduce energy use by 20% over the next 10 years



## • Pillar II: STEM Education

- Summer youth field trips
  - Conservation at the Zoo
  - Water Treatment Plant
  - Urban Agriculture & Biodiversity at the Ohio City Farm
- CMHA Earth Day Celebration
- NBA Math Hoops
- Computer Training
- 4-H Extreme Science Workshops
- ConnectHome Initiative
- CMHA Green Team Urban Agriculture Enrichment Program
- Healthy Living and Wellness Programs
  - A Cop, a Doc, and a Councilman
  - Brother to Brother
  - Sisters Share
  - Stay Strong Live Strong
- Held three steering committee meetings with community partners to develop program

## • Pillar III: Workforce Development

- Sherwin-Williams HomeWork Training Program
  - 25 Participants received EPA RRP Certification in October
  - Currently working internally and with partners to provide job placements
- Section 3/CMHA PAR Program
  - 44 resident were employed on construction projects in 2015
- Jobs Plus
  - Held two resident meetings to advertise the program in August 2015
  - SEED Center opened October 2015
  - Nine residents have been hired, to-date, as Weavers to perform community outreach
  - 140 residents have complete interest forms
  - 36 Residents have completed orientation
    - These residents are currently attending financial literacy training, personal and professional development sessions, and meeting one-on-one with case workers
  - Next cohort scheduled for orientation in February

# SEED Initiative: Future Goals

- Pillar I: Energy Literacy
  - 2016 Pilot Energy Literacy and Energy Reduction program for residents
    - Five sites
      - Mix of resident-paid and authority-paid
    - Monthly activities and outreach
    - Intensive energy tracking and monitoring
    - Incentives/Competition
  - Expansion of youth energy presentations
    - Present at all CMHA afterschool programs
      - 21<sup>st</sup> Century Program
  - Climate Ambassadors
    - Provides stipend for residents to create and execute a climate-
- Pillar II: STEM Education
  - Year 2 of Summer youth field trips
    - Great Lakes Science Center
    - CWRU ThinkBox
    - CMHA Solar Panel Field
  - 2<sup>nd</sup> Annual Earth Day Celebration
  - ConnectHome Computer and Internet Training Sessions
  - CMHA Urban Agriculture Enrichment Program Expansion
  - Healthy Living and Wellness Programs
    - You Change You
  - Developing curriculum with key partners to STEM-ify existing afterschool programming and provide additional STEM programs
    - Planning STEM Week for Spring Break 2016 at Outhwaite Homes
    - Focus on experiential projects around a healthy community with an urban agriculture focus
- Start a 4-H club to raise sheep at the CMHA solar panel field and attend Ohio State Fair
- Pillar III: Workforce Development
  - Sherwin-Williams HomeWork Training Program
    - Planning for two cohorts to complete training in 2016
  - Section 3/CMHA PAR Program
    - Starting five major RAD projects this year
    - Anticipating at least 75 temporary construction jobs for residents
  - Jobs Plus
    - Design and implement a youth component
    - Begin saturation with Weavers to touch each household (+1400)
    - Expand financial literacy programming to all residents
    - 92 newly employed (not currently working or have never worked) in 2016
  - Ohio Department of Transportation
    - “Opportunity Corridor”
      - Starting Phase II with additional training funds and resident hiring requirements



# SEED Initiative: Partnerships

## • Pillar I: Energy Literacy

- Burten, Bell, Carr-Community Development Corporation
  - Partnering to loop residents into their Climate Ambassador Program
- Cleveland Public Theater
  - Energy presentations and activities with the Brick City Theater Program
- Utility Providers
  - Information sharing to track resident-paid utilities
- 21<sup>st</sup> Century
  - Delivering energy presentations and activities to youth

## • Pillar II: STEM Education

- King Kennedy Boys and Girls Club
  - Submitted names for potential scholarships
  - Discussing how to integrate STEM principles into existing programming
- The Great Lakes Science Center, Case Western Reserve University, Cuyahoga Community College, Cleveland Municipal School District
  - Key members of the SEED-STEM Committee
  - Helping to develop STEM curriculum for CMHA afterschool programs
- Girl Scouts
  - Providing STEM programming at CMHA sites, including robotics
- 4-H
  - Currently providing STEM Programming at two CMHA sites
- ConnectHome Partners

## • Pillar III: Workforce Development

- Jobs Plus:
  - Towards Employment
    - Case management
  - Urban League
    - Community supports for work
  - Verge, Inc.
    - Job readiness and placement
  - Cleveland Neighborhood Progress
    - Financial literacy and coaching
    - Entrepreneurship
  - Campus District
    - Working to create job linkage program with neighborhood anchor institutions
  - NewBridge
    - Providing 10 spots in career training programs for Pharmacist Tech or Phlebotomy
  - Cuyahoga Community College
    - ABLE-Adult Basic Literacy Education
    - Adult Diploma Program
    - Construction Training
  - Ohio Means Jobs
    - ODOT "Opportunity Corridor" Project job connections
- The Council for Economic Opportunities in Greater Cleveland (CEOGC)
  - Provides job readiness training to residents
- Sherwin-Williams
  - HomeWork Program





# Housing Authority City of Austin (HACA)

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## SEED Demonstration Project Status and Plan

Tuesday, January 12th



### HACA SEED Team:

Pilar Sanchez, VP Housing & Community Development  
Eileen Schrandt - Director of Community Development  
Nick Wakem (Energy Efficiency / EPC)  
Michelle Akers (Workforce)  
Catherine Crago (Strategic Initiatives)



# Austin's SEED Initiative

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- Planning Phase
  - Careful consideration about pillars, scope and how we will scale
  - Preliminary focus on energy literacy
- Identified a range of partners
  - Austin Energy
  - Texas Gas
  - University of Texas at Austin Women in Engineering Program and Texas Girls Collaborative
  - Association of Women in Energy
- Identified integration points in HACA EPC grant, Community Development and JobsPlus programming



# SEED Plan Phase 1

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- Stakeholder kick-off meeting – DONE
- Develop MOU with Austin Energy – 2/15/16
  - Key elements may include:
    - Educational events for residents
    - Energy literacy marketing materials
    - Possible work with AE Thermostat Team, who make home visits to ensure that residents can and are using programmable thermostats
    - Support on gamification of energy efficiency
    - Evaluation: anonymized data & A/B testing in conjunction with DoE technical support offered by HUD
- Community-wide Kick Off meeting – 3/15/16
- Pilot project at HACA – 4/1/16



# Metrics Feedback



- **Preventing overlap in reporting on pillar 1 & 2:** To be avoided based on the definition given for STEM Education which is: learning that integrates both STEM content and skills. If a learning experience is entirely content based (ie. Energy Literacy) but no marketable STEM skills are taught, it should not be counted under pillar #2.
- **How to count hours:** The hour count should only include the number of program hours offered in real time irrespective of how many participants attend. For example, a 10 hour event attended by 10 people should be counted as 10 hours of programming offered.
- **Collection tool:** We hope to collect metrics using the Logic Model tool (an Excel tool). If we are able to do this there will be no need to learn a new reporting program.
- **Energy saving metric:** use consumption costs from the year 2015 as the starting point disregarding any fluctuations in utility rates. As much as is possible, only SEED conservation measures should be counted. PHAs can choose to track resident-paid and/or PHA-paid utilities according to what is most convenient for them.
- **Job Metrics:** Should be SEED related.
- **Choice Neighborhood Grant metrics:** removed to reduce confusion
- *The report will be due **February 29, 2016** and it should report on SEED activities that took place September 1 – November 30). The start of the commitment was: September 1, 2015 and will last 3 years (September 1, 2018). The goals made in the CGI commitment need to be reached by the end of the three year commitment.*

# Department of Labor (DOL) - TechHire Grants – \$100 million

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- **Eligible Applicants:**
- A partnership of private and public sector entities (see complete write-up) that form a primary partnership. At least one organization must serve the role of a “At least one entity in the primary partnership must serve as a workforce intermediary.” A workforce intermediary may be:
- Workforce Development Boards, community colleges, labor unions, industry associations, community-based organizations, non-profit workforce agencies, and state and local government agencies.

# TechHire – Target Jobs

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- TechHire grants will fund projects that support well-paying, middle- and high-skilled, and high-growth jobs across
- “High-growth” jobs, are defined as those which:
  - 1) are projected to add substantial numbers of new jobs to the economy;
  - 2) are being transformed by technology and innovation that require workers to obtain new skill sets; and
  - 3) have a significant impact on the economy overall or on the growth of other industries and occupations

# TechHire

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- **Deadline:** March 11, 2016. Applications must be received no later than 4:00:00 p.m. Eastern Time.
- **Period of Performance:** 48 months
- **DOL Contact:** Aiyana Pucci Grants Management Specialist; [pucci.aiyana@dol.gov](mailto:pucci.aiyana@dol.gov); Tel.: (202) 693-3403
- **Full announcement:**  
<https://www.doleta.gov/grants/pdf/FOA-ETA-16-01.pdf>
- **Webinar:**  
[https://www.doleta.gov/TechHire/applicant Information on.cfm](https://www.doleta.gov/TechHire/applicant%20Information.cfm)



# DOL-Strengthening Working Families Initiative (SWFI) - \$25 million

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- To help parents obtain affordable, quality child care and other supportive services necessary to pursue education and training opportunities leading to good jobs in growing industries
- The grants will support public-private partnerships that bridge gaps between local workforce development and child-care systems.
- Funded programs will enable parents to access training and customized supportive services needed for IT, health care, advanced manufacturing jobs, and others.

# Strengthening Working Families Initiative (SWFI)

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## Eligible Applicants:

- A public and private partnership of entities that includes:
- The public workforce investment system;
- Education and training providers, such as community colleges, community-based and faith-based organizations, and “bootcamp” style tech programs; and
- Business entities.
- Applications must include significant employer engagement, including a minimum of at least three employer partners, or an employer or regional industry association consisting of at least three employers, with demonstrated engagement in the project. Additional partners that reflect the character and resources of the local or regional economy and the community are strongly encouraged.

# Strengthening Working Families Initiative (SWFI)

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- **Due date:** 3/16/16.
- **POC:** Elizabeth DeHart Grants Management Specialist; [dehart.elizabeth@dol.gov](mailto:dehart.elizabeth@dol.gov)
- **More info:**  
<http://www.dol.gov/opa/media/press/eta/ETA20152438.htm>

# Next Steps for SEED

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## National Efforts

- Secure new coalition sites
- High-Level Interagency Meeting February 26th
- 2 upcoming webinars about a potential funding opportunities:
  - NCWIT Overview (Friday, January 15th at 1PM EST)
  - AspireIT Questions (Thursday, January 14th at 1PM EST)

## Local Efforts

- Publicize SEED efforts
- Final Review of Metrics
- Draft Program Plan
- Secure funding partners
- CGI Reporting





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Thanks!

*For Questions and Contact Us:*

SEEDinitiative@hud.gov